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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91173105
Party	Defendant Michael Dalton
Correspondence Address	Michael Dalton P.O. Box 18137 670 Northland Blvd. Cincinnati, OH 45218-0137 UNITED STATES DALTONME@hotmail.com
Submission	Defendant's Notice of Reliance
Filer's Name	Michael Dalton
Filer's e-mail	DALTONME@hotmail.com
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Attachments	RelianceHondaSearchKK.pdf (2 pages)(274190 bytes) RelianceHondSearchKKa.pdf (20 pages)(8488995 bytes)

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Honda Motor Co. LTD

Opposer

vs.

Opposition No. 91173105

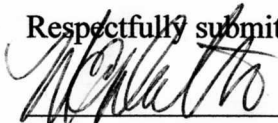
Michael Dalton

Applicant

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Now comes, Michael Dalton, Defendant – Applicant, pursuant to Trademark Rule 37 CFR 2.122(e) and gives his notice of reliance on the copies of search results on the search term HONDA as provided by the websites Yahoo.com, AOL.com, and Google.com. The documents are exact copies of the official search results on 07/15/2009 on the term HONDA and available in general circulation among members of the public or that segment of the public that is relevant under an issue in this proceeding. The Honda search results are relevant because it rebuts opposer's representations during the Dalton Discovery deposition that the number of search results or, so called, hits, on a brand name is representative that a term is or has become generic.

Respectfully submitted,



Michael Dalton, Applicant pro se
PO Box 18137
670 Northland Blvd.
Cincinnati, Ohio 45218-0137
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